

## Message Text

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ACTION AF-10

INFO OCT-01 EUR-12 ISO-00 CIAE-00 DODE-00 INR-07

NSAE-00 PA-01 USIA-06 PRS-01 SP-02 AID-05 EB-07

/052 W

-----130476 292055Z /65

R 291610Z JUN 77

FM AMEMBASSY BANGUI

TO SECSTATE WASHDC 8881

INFO AMEMBASSY PARIS

USIA WASHDC

LIMITED OFFICIAL USE BANGUI 1367

E.O.11652: N/A

TAGS: PDIP, CT

SUBJ: PLANNING FOR EMPEROR BOKASSA'S CORONATION

REF: BANGUI 1130

SUMMARY: BARTHELEMY YANGONGO, MINISTER IN CHARGE OF RADIO AND TELEVISION ASKED TO SEE ME JUNE 28 TO DISCUSS TELEVISION ARRANGEMENTS FOR THE DECEMBER 4 CORONATION OF EMPEROR BOKASSA. END SUMMARY

1. AS IN MY CONVERSATION WITH THE PRIME MINISTER (REFTEL) YANGONGO ASKED IF THE UNITED STATES COULD HELP WITH INTERNATIONAL COVERAGE OF THE CORONATION. HE ALSO ASKED IF WE COULD HELP WITH INTERNAL COVERAGE ALONG THE LINES OF THE AIDSAT DEMONSTRATION LAST AUTUMN WHEN WE MADE LIVE TV BROADCASTS FROM BANGUI TO TWO PROVINCIAL CITIES.

2. I TOLD YANGONGO IN ALL FRANKNESS THAT WHILE THESE THINGS WERE TECHNICALLY FEASIBLE, THE COST WOULD BE PROHIBITIVE. I URGED HIM TO SEEK LESS TECHNOLOGICALLY SOPHISTICATED SOLUTIONS TO THE PROBLEMS OF PUBLICITY. ONCE AGAIN I URGED THAT THE GOVERNMENT

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TAKE STEPS TO ENGAGE THE INTEREST OF MAJOR AMERICAN AND EUROPEAN TELEVISION NETWORKS, AND CONCENTRATE ON THE PRODUCTION OF PROGRAMS AND DOCUMENTARIES WHICH COULD BE FLOWN OUT TO THE TV NETWORKS FOR TRANSMISSION AT SUCH TIME AS SUITED THEIR LOCAL CONDITIONS AND AUDIENCES.

3. YANGONGO SAID HE APPRECIATED MY COMMENTS AND REALIZED THAT A

LESS AMBITIOUS PLAN WOULD BE DESIRABLE. HE HAD ALREADY DECIDED TO SEND A TEAM OF FOUR TO EUROPE AND THE US TO DISCUSS PRESS, TELEVISION AND PHOTO COVERAGE OF THE CORONATION WITH PRIVATE GROUPS. THE TEAM IS SCHEDULED TO LEAVE EARLY NEXT WEEK AND WILL BE LED BY DAVID NGUINDO, FORMER CAR CHARGE IN WASHINGTON AND NOW DIRECTOR OF PRESS AT THE FOREIGN MINISTRY. I SAID WE WOULD TRY TO BE HELPFUL IN PUTTING HIM IN TOUCH WITH APPROPRIATE MEDIA REPRESENTATIVES.

4. COMMENT: GRADUALLY THE GOCAE SEEMS TO BE COMING DOWN TO EARTH CONCERNING CORONATION PUBLICITY. NGUINDO WILL UNDOUBTEDLY BE CONTACTING AF/C AFTER HIS ARRIVAL IN THE US, AND I WOULD HOPE WE COULD GIVE HIM SOME LIMITED ADVICE ON HOW TO BEGIN TO LINE UP THE MEDIA. I WOULD THINK IN ADDITION TO THE NETWORKS, HE MIGHT TOUCH BASE WITH NATIONAL GEOGRAPHIC WHICH SENT TEAMS TO COVER BOTH THE BHUTANESE AND NEPALESE CORONATIONS IN 1975.  
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## Message Attributes

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**Channel Indicators:** n/a  
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**Review Markings:**  
Margaret P. Grafeld  
Declassified/Released  
US Department of State  
EO Systematic Review  
22 May 2009  
**Markings:** Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009